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MAY 1 - 1936

DOWNS DAHLIAS FOR 1936



GOLDEN STANDARD (Downs Dahlia Farms)

In 1934 Mr. Derrill W. Hart, former President of the American Dahlia Society, wrote, in a magazine article on Dahlias:

"I saw Golden Standard first at Camden in 1933, where it won as Best Cactus Seedling, any type. This year at New York it won as the Best Undisseminated Cactus and took the President's Cup over all types in the classes devoted to undisseminated Dahlias. There were many prize winners in this section, many featured in this Review. Golden Standard is slightly incurved, but in many of the flowers the petals are practically straight, and for this reason I believe it should be classed as a straight cactus. The color is as distinctive as the form, golden tan, blushed with tints of amber and bronze."

Golden Standard was offered to our customers early in 1935. Since then, Mr. Hart has called it "... one of the outstanding Dahlias introduced last year. A leading grower in Michigan wrote us: "Golden Standard was by far the best cactus of the year, and I would put it in the six best (introductions) of 1935. It has fine stems, good foliage, and is a rampant grower."

Mr. John C. Rugenstein, of Indiana, wrote us as follows: "Your Golden Standard proved a sensation and made a hit wherever

shown as well as with the many visitors in my garden. Three blooms in a container won for it here in Indianapolis; a single bloom entry won second, and my vase of five blooms in the open-to-all also took a second..."

Golden Standard is a cactus seedling from Jane Cowl. In color it is a pleasing golden tan shade, with sometimes a darker center that reminds you of its parent. It grows to pretty big size—especially so for one of its type. The bush reaches about four and a half feet tall with us, with strong yet slender stems that occasionally hold the bloom facing stiffly upward in Jane Cowl fashion, but more often hold it facing you with a graceful outward curve.

In the upper left you see little Miss Jane Scott holding a bloom to give you an idea of its size. The picture on the lower right, taken "on the bush," will show you the stem.

Roots, \$5.00 each: Plants, \$2.50



BARGAIN No. 4 \$14.00 value for \$6.00

Six of the very best Dahlias today, blooms that have beauty, size—everything. I think this is the finest offer on our list—usually expensive sorts at only \$1.00 each if you take them all. Six strong green plants, with an actual list value of \$14.00, for only **\$6.00** prepaid. Every one labeled.

Or choose any three for **\$3.75**

Murphy's Masterpiece, immense bright red	\$ 1.50
Cavalcade, large new pink	2.00
Orange Moon, big orange apricot	3.75
The Fireman, giant cardinal red	1.75
Golden Standard, a new golden tan	2.50
Charlie Chaplin, an immense bronze	2.50

If you're not pleased with these plants when they arrive—and you don't care to write us about it—you may select one plant for your trouble if you'll pack carefully and return the other five at once. Your \$6.00 will then be refunded without question.

Needn't write the whole list out—just order Bargain No. 4.

BARGAIN No. 2 \$6.00 value for \$3.00

At 50¢ each, if you take them all, this is also a splendid offer—six Dahlias not only desirable in any garden, but of such long-keeping quality and beautiful pastel shades that they are destined to become fine cut-flower sorts when they are better known and less expensive. These plants have a total list value of \$6.00. We offer you all six, each labeled, for only **\$3.00**—prepaid.

Paul Pfitzer, pink and cream	\$.75
Red Head, orange red miniature50
Clara Barton, lavender	1.25
Frau Bracht, primrose yellow50
Orchid Lady, orchid pink miniature	1.00
Cavalcade, new shade of pink	2.00

If you're not satisfied with Bargain No. 2 when it arrives, just select one plant for your trouble in packing the other five carefully and returning them to us. Your \$3.00 will then be returned without question. I don't know how to make an offer more fair and square.

DOWNS DAHLIA FARMS

CLAYTON, NEW JERSEY

HOW to Grow BIG DAHLIAS This Booklet Tells HOW to Grow Dahlias and how to grow them BIG

24 pages packed with unusual Dahlia information, including full details on how to increase your best stock more rapidly by propagation. This is a new edition illustrated with diagrams. The price is 10¢; but we're glad to send a copy free upon request to anyone who orders our Dahlias. See the two special offers on the other side.

MAILMAN: If you like flowers, please write for our list of selected Dahlias—insured to grow and bloom.

Downs Dahlia Farms, Clayton, N. J.

POSTMASTER: If addressee has moved please send us the new address on Form 3547. We will pay the forwarding or return postage.

Sec. 562 P. L. & R.

U. S. Postage

PAID
CLAYTON, N. J.
Permit No. 8

*Mrs. C. Gager,
Botanic Garden,
Brooklyn, N.Y.*



I didn't want my picture here, but my Son thinks some of our customers might like to see what kind of looking man they're dealing with—so here it is. Frost arrived last Fall just a day before the photographer, so I had to use some of the older pictures over again. Nevertheless, I hope you'll like this list.

It isn't a very long one. I don't believe in adding a variety just because it's new; or discarding one just because it's not so new. Every season we try out the new ones that looked good to us at the last Dahlia Shows, and test out other new ones recommended by competent Dahlia men. Then, if a new variety seems worthy, we offer it to you here the following Spring—and every year thereafter until a better kind crowds it off the list. I like to think of ours as sort of an experimental farm—testing out new Dahlias and making them pass a stiff examination before we offer them to you. Even then, I don't claim we're always right.

You'll find strong green plants offered of some of the newer and more expensive sorts. These little potted plants really aren't hard to handle—just set them out like you would a tomato or cabbage plant, and shade them a bit for the next day or two if the sun gets pretty hot. They cost only half as much as roots of the same variety.

WE KEEP OUR QUALITY HIGH AND OUR PRICES LOW IN THE HOPE OF GETTING YOUR ORDERS—AND WE'LL APPRECIATE EVERY ONE YOU SEND US. Unless you state in your letter exactly when you want us to ship your Dahlias, we'll send them when we think it's best to plant in your section. We pay the carriage charges and send them by express or mail—whichever seems safest for the Dahlias. If you have any preference, either about delivery date or method of shipment, don't hesitate to say so when you write. A. M. D.

ADIRONDACK SUNSET. (Caekener). Brilliant scarlet, with canary at the base of the petals and golden orange on the tips of some of them. An informal decorative that we recommend highly—it will be one of the most popular Dahlias in any garden.

Plants, \$2.50

ADORABLE. (Parkway). Peach color, shading to orange gold at the center. While we haven't grown it yet, this "adorable" Dahlia has already been such an enviable prize winner that we feel very safe in recommending it.

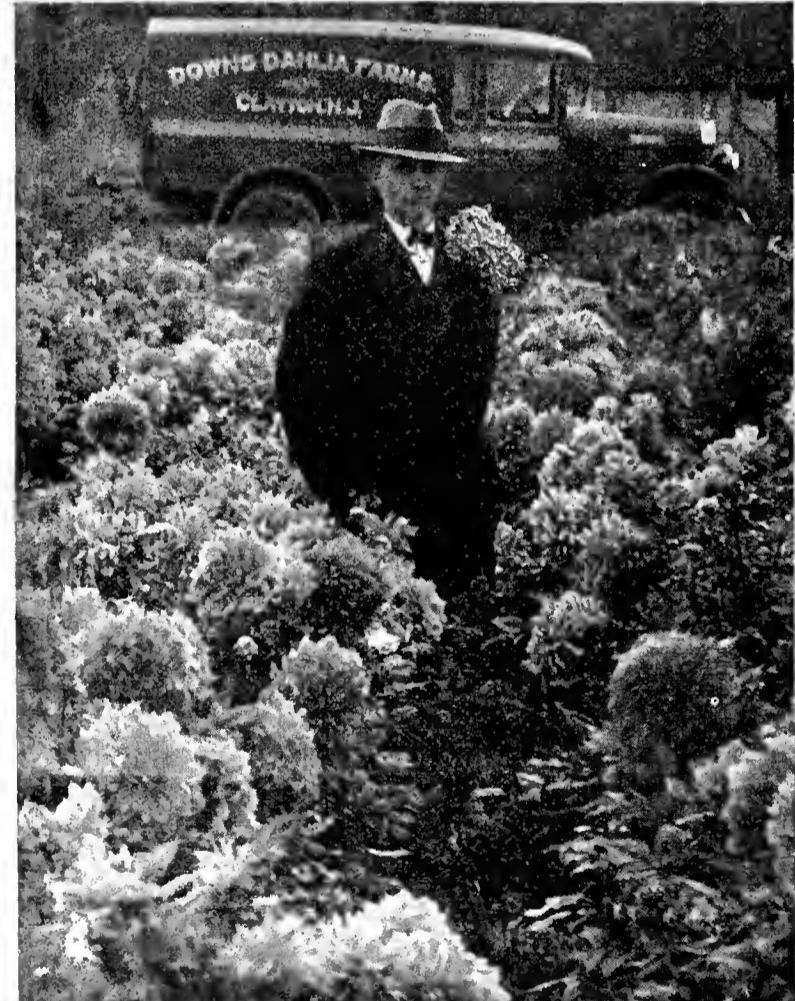
Plants, \$2.50

AUTUMN MOON. (Mad River). Light golden yellow, with tints of peach and amber—and a splendid grower, with fine stems. Supposed to be a formal decorative, but with us last season all but the very outside petals were rather tightly quilled. A good Dahlia, and big.

Roots, \$5.00; Plants, \$2.50

AVALON. (Broomall) By no means new—but in good soil without fertilizer or disbudding this big yellow decorative will grow easily to eight inches. It's a very free bloomer and the centers are fine, but the largest flowers are so heavy that the stems just can't hold them wholly upright. Nevertheless, we recommend it.

Roots, \$2.50



BOSPHORUS. (Ballay). A fine, large informal decorative in a new color—a deep burnt orange or golden brown that shades to a lighter tone on the outside edge of the petals. We haven't grown this one yet, and we haven't much stock.

Plants, \$3.75

BUCKEYE BRIDE. (Peek). Geranium pink. Some call this "peach color." Waists high blooms on long stems that come way up from the ground. The flowers—fairly big to big—are beautiful; and it certainly does bloom. Pick it just before the outer petals flare backward toward the stem and you'll find it's a splendid keeper for cut flower purposes. Decorative.

Roots, \$.50

BUCKEYE KING. (Peek). A formal decorative of clear, glowing amber yellow, with long straight stems that hold the big flower erect and facing you. The bushes are strong and very vigorous, throwing out many laterals which, the originator claims, should be disbudded all the way to their base for best results. A good keeper, with commercial possibilities.

Roots, \$1.00; Plants, \$.50

CALIFORNIA IDOL. (Ballay). A true pastel shade of glistening yellow. A deep informal decorative that is held high on long stems. Has already earned a reputation as one of the very best of last season's introductions.

Plants, \$5.00

CAMEO. (Sanhican). True coral-rose in color, with a glistening golden sheen. On the reverse side the petals are deep rose pink, adding to the deep appearance of the bloom under artificial light. A medium tall grower, with long straight stems that hold the flower well above the dark green foliage. Informal decorative.

Plants, \$.75

CAVALCADE. (Groll). Pink in a shade you never saw before and I can't describe. As it grew with us, you won't need to stake Cavalcade if you cut the top out early—in fact the bush, the stem, and the position in which the flower is held are just about perfect. The flowers are formal, very much like Jersey's Beauty in type although much larger and of an entirely different shade of pink. We're planting a lot of it.

Roots, \$5.00; Plants, \$2.00

CHARLIE CHAPLIN. (Chappaqua). Tawny orange yellow. A very large Dahlia with a distinctive shape—spiked tips to the outside petals that give the impression of a many-pointed star. Good plant and stem. Looks like one the Dynamite Boys can grow as big as the top of a bucket.

Roots, \$5.00; Plants, \$2.50

CHAUTAUQUA REGAL. (Wallace). A rich and brilliant cardinal red formal, with ivory shadings on the back of each petal. Good bush, good stem and good growing habits.

Roots, \$3.00; Plants, \$1.50

CHAUTAUQUA SUNSET. (Wallace). One of the finest Dahlias—a magnificent combination of gold, orange and peach red. Big blooms that face the sky on long, stiff, straight stems. The bush is exceedingly robust and compact, and will give you some of the showiest and most beautiful blooms in your garden. Introduced four years ago at \$25.00 per root, and was worth it.

Roots, \$3.00; Plants, \$1.00

CITY OF CLEVELAND. (Bissell). Vivid scarlet, splashed with orange, with the orange shades growing in dominance as the season progresses. The informal decorative blooms are held upright on good strong stems.

Plants, \$2.50

CITY OF TRENTON. (Prentiss). An immense full-centered formal decorative in the bronzy autumn shades—a rich glowing buff with a darker reverse to the petals. A splendid grower on a tall bush, with stiff straight stems and dark green foliage.

Roots, \$.50

CLARA BARTON. (Salem). The general color effect is lavender, though the petals are really pale orchid with a deep lavender on their reverse side. It's a fine bloomer with good substance and has a long stem that holds the flower erect facing slightly upward.

Plants, \$1.25

CORNELIA BRYCE PINCHOT. (Veile & Mendham). A heavy, deep flower in a beautiful glowing burgundy red. A bit temperamental with us last season in a very wet location, but others report better success.

Plants, \$2.00

These are Dahlias on their bushes—not buckets filled with blooms. The variety is one we call Desperado—and are discarding because it doesn't grow this well in all climates. We still have about sixty roots. If you want one, say so when you order other Dahlias and you can have it if there are any left. No promise, no charge, and no guarantee. Color: Bright reddish orange.

This picture shows the type of Dahlia described as "decorative." The other principal classification is called "cactus"—of which you'll find an example in the picture of Golden Standard. Most other types range between these two. It also shows you that fairly large blooms can be produced without limiting your bush to three or four flowers. These bushes were three feet apart in the row, with four feet between rows.



DADDY KEMP. (Kemp). Purplish red of immense size—wide and deep—so big that Mr. Kemp advises growing only four blooms to the bush to prevent the stem from hanging over somewhat in unfavorable locations. Many have reported deep blooms 14 inches across on this informal decorative, and it seems to me that no stem should be ashamed of bending a bit under the burden of a bloom like that.

Plants, \$2.50

DIXIE RAVENSCROFT. (Seal). Glowing flame with a reverse of bright gold that shows up beautifully in the twist and turn of the petals. A deep, massive informal decorative held high on long strong stems.

Plants, \$.75

DOKOUPIL'S TRIUMPH. (Czechoslovakia). From light amber at their base the petals shade outward lighter to the color of straw. A big informal—one of the best Dahlias that Europe has sent us. Has a beautiful plant, with bright glossy foliage and rigid stems.

Plants, \$1.00

DWIGHT MORROW. (Dahliadel). No standard variety on our place last fall drew more attention. Immense blood-red flowers so firm in texture and fresh in appearance that you're tempted to pinch a petal or so to make sure it isn't "flesh and blood." Its one fault—a crook in the stem just behind the bloom—is entirely hidden by the back petals that flare around to meet at the stem. Twelve of these in a vase will stop anybody.

Roots, \$1.00

EAGLE ROCK FANTASY. (Broomall-Success). A magnificent informal decorative on which ten and twelve inch blooms can be grown. Perfect centers, and a happy-go-lucky fling to the fluted, 3-pronged petals that add much to the charm of these big lavender flowers. The bush is of ideal habit, with fine foliage and very strong stems.

Plants, \$.75

EVA HUNT. (Hunt). A clean, crystal clear white informal decorative. Its record last season places it among the most satisfactory whites. The blooms are well formed and plentiful, on a good bush, although they do not grow particularly large.

Plants, \$1.25

FAIRY. (Bond). Miniature—a tiny Jersey's Beauty, being in the same shade of pink with a slight mauve suffusion toward the petal tips. A dainty little flower (2½ to 3") that the florist can use to advantage—and it is a splendid keeper when cut.

Plants, \$.50

FRAU O. BRACHT. (Berger). A European variety that has won many prizes in this country—a straight petaled cactus of clear primrose yellow. It's not a big Dahlia, but it flowers freely and the blooms keep well, holding their centers right up until frost. The stems are like wire and they hold the flowers high over rather sparse foliage.

Roots, \$1.00; Plants, \$.50

GIRL OF HILLCREST. (Scott-Kemp). With its gold orange color, very large size, good keeping qualities, free blooming ability, vigorous growth and long straight stems, this splendid Dahlia is very likely to be a popular cut-flower sort when it becomes a little less scarce.

Roots, \$.50

GOLDEN STANDARD. (Downs). See pictures and description on another page.

Roots, \$5.00; Plants, \$2.50

GRAF ZEPPELIN. (Nolet) Nothing can keep this white decorative from eventually ranking with Jersey's Beauty and Jane Cowl as a cut-flower Dahlia. The blooms are big enough for commercial purposes, there are plenty of them, they keep well, they are held at right angles to the stem—and what a stem! Four feet is easy.

Roots, \$.50

GRANDEE. (Ballay). An informal decorative in Spanish red and golden orange yellow—a good variety to grow if you expect to compete in the large flower class at any Show. We haven't grown it yet, but it comes to us with quite a reputation.

Plants, \$2.50

HAPPY CHOICE. (Washburn). Another good big massive orange-buff formal decorative; very like Buckeye King in every respect although darker in shade. A clean healthy grower with strong stems.

Roots, \$5.00; Plants, \$2.50

HARRIET NEALE. (Wickersham). Pure gold color, with no shadings. A free-flowering informal decorative, big, with good stems and a bush with nice growing habits.

Plants, \$.75

HONOR BRIGHT. (Peck). Peach red to light jasper red early in the season, with an inclination to become deep orange later. Its unusual color and the fact that it can take a lot of punishment when cut has led some to predict that it will make a valuable florists' variety a little later. A formal decorative, with good bush and stem.

Plants, \$.75

H. R. S. (Seal). Huge blooms, both deep and wide, with long, wavy petals of a rich deep golden yellow that is still yellow under artificial light. Keeps well and has won many prizes. A vigorous plant with long strong stems. Informal decorative.

Plants, \$1.50

HUNT'S VELVET WONDER. (Hunt). Violet maroon. An immense, massive, broad-petaled decorative—but by no means stiff despite its size. A dangerous competitor in the Shows—and few big Dahlias will last longer than this one when cut.

Plants, \$3.75

IDA PERKINS. (Perkins). This is one of the best of whites although it requires disbudding to produce a long stem. A sturdy grower, about hip high, and a free bloomer. The clean white flowers can be grown to splendid size and they last a long time when cut. Decorative.

Roots, \$.50

JANE COWL. (Downs Dahlia Farms). Immense blooms, deep and full, of glistening bronzy buff. The stems are long and stiff and straight; and they hold the flower just as it should be held—looking at you and slightly up. The bush is fairly tall, with vigorous, thick, dark green foliage. No Dahlia has given more universal satisfaction than Jane Cowl, and no other has won so many prizes since we introduced it in 1928. If you can grow but one Dahlia, let that one be either Jane Cowl or Yellow Jane Cowl.

Roots, \$.50

JERSEY'S BEAUTY. (Waite). Although this doesn't bloom as freely as some, it bears enough—and this is a master Dahlia. What an indescribably beautiful pink it is! You can grow stems on Beauty as long as you want them—tall, stiff and straight. While not a new Dahlia, it has yet to meet an equal in pink for florists' use.

Roots, \$.35

JOSEPHINE G. (Grosscross). Without disbudding, we had an abundance of five and six inch blooms on this variety last fall—have counted twenty-six blooms out at one time on a hip-high bush. With its bright rose pink color, lasting qualities when cut and free blooming habit, this is going to make a fine cut-flower Dahlia. An informal decorative, with fluted points to the outside petals.

Roots, \$.50

JUDGE SAMUEL SEABURY. (Etherington). A large informal decorative blending of heliotrope pink and white in a very attractive way. Has given a splendid account of itself in both the Trial Gardens and the Shows.

Plants, \$5.00

KARL BONAWITZ. (Dahliadel). Not a wonder for size compared to some of the other modern Dahlias, but it has plenty of substance and keeping qualities and looks like a good rich dark red cut-flower variety. Stems are like wire and the centers hold good. Semi-cactus.

Roots, \$.75; Plants, \$.50

KATHLEEN NORRIS. (F. & M.) An immense bloom of bright rose pink that deepens to a mallow pink later in the season. The deep full-centered flowers are held on perfect stems over a bush of medium height. This has been one of the greatest prize winning Dahlias in any color—perhaps the greatest in pink.

Roots, \$.50

KENTUCKY. (Castlewood). Just picture Jersey's Beauty in bush, stem, type of flower—everything except color; for Kentucky is a sport of Beauty. At first it appears to be salmon pink, but closer inspection will show you yellow and gold shadings. It rivals Jersey's Beauty in demand as a cut-flower Dahlia.

Roots, \$.35

BARGAIN No. 1

21c Each - if you take all 12!

Only \$2.50 for this \$7.10 Value

If you like fine blooms in red, yellow, pink and other bright colors, but don't insist they be of the very newest sorts, try this hardy lot of roots. No two alike—every one labeled. Priced so low only because we grow very many of most of them for cut flowers.

Dwight Morrow, beautiful big red	\$1.00
Josephine G., bright rose pink50
Treasure Island, bronzy buff50
Lavender Beauty, lavender pink50
Graf Zeppelin, fine tall white50
Avalon, large yellow25

White Wonder, very large white	\$1.00
Kathleen Norris, big pink50
Yellow Jane Cowl, giant yellow buff50
Prince of Persia, immense vivid red75
Kentucky, salmon pink35
Karl Bonawitz, rich dark red75

If you're not pleased with Bargain No. 1 when it arrives, and you don't care to write us about it, you may select and keep one root for your trouble if you'll pack carefully and return the others at once. Your \$2.50 will then be returned to you without question.



WHOLESALE PRICES ON DAHLIAS

HOW TO ORDER: There are two prices on most of the varieties below—one in each column. The first column (marked A) gives the price *each* when you order less than three plants or less than three roots of any one kind. The second column (marked B) gives the price *each* when you order at least three roots or three plants of *any one variety*.

For instance, if you order one or two plants of Cavalcade, the price will be (see column A) \$1.35 each. But if you order three or more plants of Cavalcade, the price will be (see column B) only \$1.00 each. By ordering three you get them for very little more than the price for two.

Although we prepay the carriage charges on retail orders from the other pages, we can not do so at the wholesale prices quoted on this page. Therefore I suggest you let us send wholesale orders C. O. D. for the express or postage charges—for often customers send too much when they try to guess at the proper amount.

VARIETIES	—A— Price each (for 1 or 2)	—B— Price each (3 or more)	VARIETIES	—A— Price each (for 1 or 2)	—B— Price each (3 or more)
Adirondack Sunset, plants	\$2.00		Mrs. LeBoutellier, plants	\$2.00	
Adorable, plants	Net 2.50		Murphy's Masterpiece, roots	2.40	1.80
Autumn Moon, roots,	4.00	3.00	Murphy's Masterpiece, plants	1.20	.90
Autumn Moon, plants	2.00	1.50	My Maryland, plants	.40	.30
Avalon, roots	.20	.15	Omar Khayyam, roots	.60	
Bosphorus, plants	Net 3.75		Orange Moon, roots	6.00	4.50
Buckeye Bride, roots	.40		Orange Moon, plants	3.00	2.25
Buckeye King, roots	.80		Orchid Lady, plants	.80	.60
Buckeye King, plants	.40	.30	Oriental Glory, roots	1.60	1.20
California Idol, plants	4.00		Oriental Glory, plants	.80	.60
Cameo, plants	.60	.45	Palo Alto, roots	2.00	1.50
Cavalcade, roots	4.00	3.00	Palo Alto, plants	1.00	.75
Cavalcade, plants	1.35	1.00	Paul Pfister, plants	.60	.45
Charlie Chaplin, roots	4.00		Persimmon, plants	.40	
Charlie Chaplin, plants	2.00	1.50	Poesy Moravy, plants	.80	
Chautauqua Regal, roots	2.40		Prince of Persia, roots	.60	.45
Chautauqua Regal, plants	1.20		Queen of the Angels, plants	Net 2.50	
Chautauqua Sunset, roots	2.40		Ray Warner, roots		1.60
Chautauqua Sunset, plants	.80	.60	Ray Warner, plants		.80
City of Cleveland, plants	2.00		Red Head, plants		.40
City of Trenton, roots	.40	.30	Rev. J. L. Hooper, plants	Net .75	
Clara Barton, plants	1.00		Robert Emmet, roots		1.60
Cornelia B. Pinchot, plants	1.60	1.20	Robert Emmet, plants		.80
Daddy Kemp, plants	2.00		Rockley Moon, plants		1.00
Dixie Ravenscroft, plants	.60		Sanhican's Moonglow, plants		2.00
Deukopil's Triumph, plants	Net 1.00		Satan, roots		.80
Dwight Morrow, roots	.67	.50	Satan, plants		.40
Eagle Rock Fantasy, plants	.60		Shalimar, plants		2.00
Eva Hunt, plants	Net 1.25		Spotlight, plants		1.20
Fairy, plants	.40		Tang, roots		.80
Frau Bracht, roots	.80		Tang, plants		.40
Frau Bracht, plants	.40	.30	The World, roots		.40
Girl of Hillcrest, roots	.40		The Fireman, roots		2.80
Golden Standard, roots	4.00	3.00	The Fireman, plants		1.40
Golden Standard, plants	2.00	1.50	Thos. A. Edison, roots		.60
Graf Zeppelin, roots	.40	.30	Treasure Island, roots		.35
Grandee, plants	Net 2.50		Washington Giant, plants		.80
Happy, Choice, roots	4.00	3.00	Wenoka, plants		4.25
Happy Choice, plants	2.00	1.50	White Beauty, roots		3.35
Harriet Neale, plants	.60		White Beauty, plants		1.65
Honor Bright, plants	.60		White Wonder, roots		.80
H. R. S., plants	1.20	.90	White Wonder, plants		.40
Hunt's Velvet Wonder, plants	3.20	2.50	Yellow Jane Cowl, roots		.40
Ida Perkins, roots	.40	.30			
Jane Cowl, roots	.35	.25			
Jean Trimbee, plants	.40				
Jersey's Beauty, roots	.24	.18			
Josephine G., roots	.35	.25			
Judge Samuel Seabury, plants	4.00				
Karl Bonawitz, roots	.60	.45			
Karl Bonawitz, plants	.40	.30			
Kathleen Norris, roots	.40	.30			
Kentucky, roots	.24	.18			
Kentucky Red, roots	.60	.45			
King Midas, roots	.40	.30			
La Fiesta, plants	.40	.30			
Lavender Jersey's Beauty, roots	.35	.25			
Lady Ponsonby, plants	.60	.45			
Lawrence Tibbett, plants	Net 2.50				
Lord of the Autumn, plants	1.20	.90			
Mandarin, Hillcrest, roots	1.60	1.20			
Mandarin, Hillcrest, plants	.80	.60			
Man O'War, plants	Net 1.00				
Marg. Woodrow Wilson, roots	.40	.30			
Miss Belgium, plants	.60				
Monmouth Champion, roots	.60	.45			
Monmouth Sunburst, roots	1.00	.75			
Monmouth Sunburst, plants	.40	.30			

P. S. We may be able, in some cases, to give you a special price on certain cut-flower Dahlias if you can use a lot of them.

It's best to let us send wholesale orders C. O. D. for the postage or express charges.

We never substitute without your consent, but it's nice to have a second choice to fall back on—especially if your order doesn't come in early. A. M. D.

Originators of the World's
Greatest Dahlia—the variety

"JANE COWL"

Downs Dahlia Farms

Clayton

New Jersey

BARGAIN No. 3 - \$9.75 value for \$4.85

Beautiful, big, full, deep Dahlias in red, yellow and the golden bronze shades—good-growing sorts that will make a big-Dahlia fan out of most anyone who grows them. Six strong green plants, all labeled, with a catalog value of \$9.75, for only \$4.85 prepaid. That figures down to an average of only 80¢ apiece if you take them all. Or you may select any three for \$3.25.

Mandarin, red and gold	\$1.00
Lord of the Autumn, deep clear yellow	1.50
Palo Alto, bright salmon	1.25
Happy Choice, orange buff	2.50
Robt. Emmet, velvety cardinal red	1.00
Autumn Moon, big amber yellow	2.50

If you're not satisfied with Bargain No. 3 when it arrives, just select and keep one plant for your trouble in packing the other five carefully and returning them to us. Your \$4.85 will then be returned without question.

KENTUCKY RED. (White). An informal decorative of brilliant flaming red that neither fades nor burns in the hot sun. Under good culture, the blooms will run to ten inches or over. Long stiff stems on a six-foot bush—with healthy and attractive foliage.

Roots, \$75

KING MIDAS. (Peacock) The plant is not tall, but it is surely strong and sturdy. It bears immense exhibition blooms of clear bright yellow—beautiful full-centered flowers on the best of stems. One of the finest yellows we ever grew. Informal decorative.

Roots, \$.50

LADY PONSONBY. (Lee). A big yellow, on rigidly strong stems, with as fine a bush growth as you could ask for. This informal decorative has undoubtedly made good already in pretty much every part of the country.

Plants, \$.75

LA FIESTA. (Cordes-Eastman). Immense chrysanthemum-like blooms of butter yellow, penciled with red—blooms that are deep as well as big around. This is one of the most distinctive of the recent Western introductions, and it has already won many prizes here in the East. Has a splendid bush and strong stems. Informal decorative.

Plants, \$.50

LAVENDER JERSEY'S BEAUTY. (Downs). Several years ago we found, among our Jersey's Beauty, a sport so much darker in color that it was like an entirely different variety. Realizing its value, we started to work up a stock—only to learn that a number of other growers were doing the same with similar sports they, too, had found in their fields. This new Beauty has been placed on the market under various names—some calling it "blue." While the Dahlia isn't blue (nor lavender either, for that matter) we call it Lavender Jersey's Beauty because it's nearer that than any other color in our opinion, and we can't think of a more descriptive name for it. We'll be glad to send roots at little more than the price of original Jersey's Beauty.

Roots, \$.50

LAWRENCE TIBBETT. (Muessdorffer). Large blooms of clear peach pink held erect by strong straight stems over a very tall bush. A free bloomer and a variety that lasts long when cut. Formal.

Plants, \$2.50

LORD OF THE AUTUMN. (Almy). A great big deep decorative that blooms a deep clear yellow for us instead of shading gradually lighter toward the outside as usually described. It has a splendid formation, with perfect centers and long pointed and twisted petals that curve backward until they hide several inches of the strong stem. Fine bush growth.

Plants, \$1.50

MANDARIN. (Hillcrest). A two-colored Dahlia of red and gold, with amber coloring on the back of each petal. Informal decorative type. Has been a consistent prize winner. The blooms are immense; the stems, straight and stiff, the bush, tall and strong.

Roots, \$2.00; Plants, \$1.00

MAN O' WAR. (Boone). A rich, lively dark carmine red informal decorative—one of the best of that color as well as one of the best keepers, when cut, among the large-flowered sorts. Has won many a First.

Plants, \$1.00

MARGARET WOODROW WILSON. (Sanhican) This is a deep full flower of a very delicate pink shade, with a darker reverse to each petal. It bears abundantly and the blooms are big; but the stem is not quite strong enough to hold the heavy flower exactly erect on the bush.

Roots, \$.50

MISS BELGIUM. (Foreign). Not a large Dahlia, but one of great beauty that is not yet very well known—a straight cactus of clear, one-toned coral. Good stems and vigorous bush growth.

Plants, \$.75

MONMOUTH CHAMPION. (Kemp) What a Dahlia this is! Just cut the top out, making it branch from near the ground, and you'll have dozens of beautiful bright bronzy orange flowers, as big as pieplates if your ground is good, on the best of stems. It's not a high grower with us, and doesn't need a stake. The color is unusual, it grows big, and—despite the fact that the flowers seem to lack substance—it is one of the best of keepers. We recommend it to everyone, but to florists especially. Decorative type.

Roots, \$.75

MONMOUTH SUNBURST. (Kemp). A fine formal decorative Dahlia, with brilliant lemon at the center against a background of salmon-orange outer petals. A free-blooming variety, with the flowers facing both upward and forward on strong stems over a bush that grows from 4' to 4½' high.

Roots, \$1.25; Plants, \$.50

MRS. GEORGE LE BOUTELLIER. (Ruschmohr). A giant informal decorative of rich velvety carmine that last year was called "the outstanding new red." An early bloomer, with every bloom just naturally big. Strong, healthy bush, with insect resistant foliage and good stems.

Plants, \$2.50

MURPHY'S MASTERPIECE. (Murphy). Color: Red, shading almost to garnet. Size: Has been grown to 14 inches or over. Type: Informal decorative. Bush: Strong grower, with long rigid stems. Remarks: Probably the greatest red to date, and surely one of the biggest in any color. One of the reds that stop you.

Roots, \$3.00; Plants, \$1.50

MY MARYLAND. (Downs). We'll admit this has not given anywhere near the universal satisfaction of its garden mate, our own Jane Cowl. But it's still going strong with us. If you like a dainty Dahlia, of extreme and delicate beauty, try it—but don't forget to keep the bugs away. A lovely thing in pink—each petal twisted and twirled and daintily tipped with ivory. Size and habits good.

Plants, \$.50



The chief advantage of these green plants is that they cost you only about half the price of roots of the same variety. These are really growing baby bushes—not just rooted cuttings—and should give you just as good results as roots if you handle them as suggested in "How to Grow Big Dahlias." They're strong, healthy plants, grown in sterilized soil in a greenhouse screened from insects. They average eight inches high, and each is carefully nested in sphagnum moss (see insert) before being packed for shipment.



SMALL DAHLIAS

Beside the miniatures Fairy, Orchid Lady, Persimmon and Red Head, which you'll find more fully described in alphabetical order on this list, we offer you the following small Dahlias—most of them poms.

These are the tiny Dahlias so popular for small table decorations and design work—running in size from as small as a quarter to as big as a half-dollar. None of those below are new sorts, but they come as near to filling our all-round requirements as any other low priced ones we've found. If you want knee-high bushes loaded with these dainty little Dahlias, plant them early and pinch out the tops when they're about a foot tall.

Amber Queen. Orange	\$.25
Dee Dee. Lavender25
Johnie. Red35
Klein Donutea. Bronze25
Little David. Russet25
Little Jewel. Pink miniature35

Try a border of these dainty little flowers around your regular Dahlia garden. We'll send you one each of every variety above for \$1.50; or three roots each for \$3.50—every one labeled with its name and insured to grow and bloom.

OMAR KHAYYAM. (Stout-Maytrott) At its best, this is a beauty. Immense flowers with petals of soft Chinese red at the base shading gently lighter to an orange tip. Larger than Jersey's Beacon and of similar formation; but on a much taller bush. Beautiful color, great size and splendid form combine to make this Dahlia stand out in any garden.
Roots, \$.75

ORANGE MOON. (Wallace). A soft buff shading to orange apricot and deepening toward the base of the petals. While a somewhat different shade, it looked here last season very much like Autumn Moon. The immense formal decorative blooms face up and toward you on a sturdy compact bush of medium height.
Roots, \$7.50; Plants, \$3.75

ORCHID LADY. (Groll). A good small, dainty Dahlia of mallow pink that should become popular with florists as a cut-flower variety. A miniature formal decorative, from three to five inches across.
Plants, \$1.00

ORIENTAL GLORY. (Delight). A large, intensely brilliant orange. With us a formal decorative with crinkled petals, though usually called an informal. Last season the stems were none too good, but that might have been because it was grown in a very low and wet spot.
Roots, \$2.00; Plants, \$1.00

PALO ALTO. (Ballay-Success). A semi-cactus of bright salmon, shading to gold at the center. It's a big Dahlia, with a lot of substance, and it is held high over a robust bush on tall straight stems. One of the very best.
Roots, \$2.50; Plants, \$1.25

PAUL FITZER. (Fitzer). A sensational new pink and cream semi-cactus. Most of the growers are predicting a great future for this German importation. A vigorous grower with strong dark foliage and excellent stems.
Plants, \$.75

PERSIMMON. (McIlhany). A miniature in a bright pleasing shade of persimmon. The bush grows about three feet high and is a profuse bloomer. At one trial ground where this was tested, fifty-eight blooms were counted on one bush at one time.
Plants, \$.50

POESIE MORAVY. (Czechoslovakia). A lovely shade of pale lilac, blended with white, on slender perfect stems. Informal decorative.
Plants, \$1.00

PRINCE OF PERSIA. (Newsom) A glorious red—a big red—alive with light and fire, carried perfectly erect on a stalwart stem on top of a husky bush. Not only do we recommend it highly, but we're going to plant a lot of Prince of Persia again this season. Some call it an informal decorative; but with us it's almost formal.
Roots, \$.75

QUEEN OF THE ANGELS. (Rainbow). A deep tone of oriental pink—a semi-cactus with an incurved, chrysanthemum-like petal formation that adds no little to its beauty. Excellent stems and keeping qualities make it a fine cut-flower sort.
Plants, \$2.50

RAY WARNER. (Peacock). Dainty blooms, exquisitely beautiful, and very, very pink. A free flowering variety, with an "open" bush growth much like Jersey's Beauty. It is not a very good root maker.
Roots, \$2.00; Plants, \$1.00

RED HEAD. (Golden Rule). Small, but mighty in the amount of attention it demands whether cut or on the bush. A miniature formal of orange red (around three inches) on a wirey stem. The bush is low enough not to need staking, but big enough to bear an awful lot of blooms—and they last long when cut.
Plants, \$.50

REV. J. L. HOOPER. (Foreign). An English importation—a rosy cerise semi-cactus. A big Dahlia that is borne very freely on strong stems.
Plants, \$.75

ROBERT EMMET. (Dahliadel). Large blooms of velvety cardinal red, borne in profusion all season long—from very early until frost. Informal decorative type. The bush is an "open" grower, with vigorous dark green foliage and long stiff stems.
Roots, \$2.00; Plants, \$1.00

ROBSON, MAY. (Chappaqua). In ranking it second on last year's onor Roll, Mr. Hart called this "the most refined beauty of the year's novelties. It is a true semi-cactus type flower of clear, bright pink, about the same shade as Kathleen Norris, but a bit pinker and sharper in tone."
Plants, \$2.50

ROCKLEY MOON. (Taylor). A beautiful bright yellow formal decorative with a darker center and a purplish tint on the reverse of each petal. Not a deep Dahlia, but chaste and impressive—and a sturdy grower that has earned the glowing praise of those who tried it first.
Plants, \$1.25

SANHICAN'S MOONGLOW. (Sanhican). A large, long petaled informal decorative in bright gold, with peach blushes on both the face and the reverse of each petal.
Plants, \$2.50

SATAN. (Ballay). A flaming red semi-cactus with slight touches of gold at the center—a Dahlia of exceptional size and unusual formation. The petals are so rolled and curved inward that they remind you of horns or spikes; and under favorable conditions it is not uncommon to produce blooms ten to twelve inches across them and six inches deep. Truly a sensational Dahlia—and one that keeps well when cut.
Roots, \$1.00; Plants, \$.50

SHALIMAR. (B. & B.). Big red blooms—some call it Poinsettia red—on strong stems over a good bush. A formal decorative that can be grown to great size, as the blooms are naturally large.
Plants, \$2.50

SPOTLIGHT. (Hulin). A light yellow informal decorative of very good size. The bush is medium tall and has tough and resistant foliage, and the stems are stiff and strong. An introduction from the Northwest, where it has won many prizes.
Plants, \$1.50

TANG. (Downs Dahlia Farms) A spectacular Dahlia, with a style and a color of its own. Long petals of bright, tawny orange flame—petals that curl and twist to flaunt a golden buff reverse and give a two-toned effect that adds greatly to the beauty of the bloom. A deep, full, high-centered informal decorative, with outer petals that flare backward to the stem—a big bloom that will actually grow in water after being cut. Rugged bush, strong stem and dark green foliage.
Roots, \$1.00; Plants, \$.50

THE FIREMAN. (Success). A big cardinal red informal decorative with slight golden flushes and golden tips to the center petals. Good growing habits. In my opinion this Dahlia, with Murphy's Masterpiece and Robert Emmet, makes up a trio of reds that are unbeatable at a moderate price.
Roots, \$3.50; Plants, \$1.75

THE WORLD. (Dahliadel) This is a big Dahlia even without disbudding, and with care it can be grown to tremendous size. A vigorous grower, fine bloomer, and the flowers have substance a-plenty. Each red plush-like petal is edged with silver. In certain localities we are told the silver color predominates—but red or silver, it's a good Dahlia.
Roots, \$.50

THOMAS A. EDISON. (Maytrott) Maroon red—as near a mournful shade as red could possibly be. One of the most beautiful sprays we ever saw was made from this. It is a very prolific bloomer and the flowers are big—but the back petals (not easily noticed) have a tendency to burn brown in hot dry weather. As a garden plant, however, it has few equals for stem, foliage, habit and vigor.
Roots, \$.75

TREASURE ISLAND. (Maytrott). On the day before frost we could have cut you armloads of this—big, perfectly centered blooms on four foot stems. While it comes under the general class of the bronzy buff shades, it has a rosy suffusion to the petals and a darker center that set it apart. It makes one of the very best of cut flowers, but it doesn't form very big clumps of roots to dig.
Roots, \$.50

WASHINGTON GIANT. (Lee). Lavender, with orchid tints and blended with silver. A BIG Dahlia, with stems that hold it erect over a strong bush of splendid habit. Another Northwesterner, and many times a prize winner there, though rumor says it is sometimes temperamental here in the East. Informal decorative.
Plants, \$1.00

WENOKA. (Hulin). A red, just a shade lighter than the American Beauty rose. A big one—one of the best from the West; and for perfection of bloom, true formal type and splendid growing habits it fears no rival. Nice long erect stems.
Plants, \$5.00

WHITE BEAUTY. (Peacock). A clean, snow-white seedling of Jersey's Beauty, with similar form although somewhat larger. The stem is straight and rigidly stiff, while the tall bush is strong and sturdy, with glistening dark green foliage. Experts have called this the ideal white Dahlia for cutting. For that purpose plant it early—then cut out the top above the third pair of leaves.
Roots, \$5.00; Plants, \$2.50

WHITE WONDER. (Kemp). Pure white—one of the best to date. The flowers are very large, with pointed and twisted petals to give them a fluffy appearance. The bush is a vigorous grower, branching up from near the ground, with thick leathery foliage and long stiff stems. Informal decorative. Easy to grow and a good root maker.
Roots, \$1.00; Plants, \$.50

YELLOW JANE COWL. (Downs). A few years ago we offered our customers a golden yellow sport of Jane Cowl. With us it was (and is) a glorious thing. But occasionally a customer writes that his Yellow Jane Cowl turned out to be just a regular Jane Cowl—a bronze and not yellow at all. While we receive at least one letter of praise for every such complaint about the yellow sport, the fact remains that in some places, sometimes, Yellow Jane Cowl seems to revert to its parent. That's the whole story, so we're offering Yellow Jane Cowl this season at the same price as regular Jane Cowl.
Roots, \$.50

